

Making Waves

THE NATIONAL PUBLICATION OF
THE SURFRIDER FOUNDATION

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We Like Action

Letter From the CEO



We like action. We really do. One could see that in our name, our logo, and our passions. We're not passive. We are active. Yet we're also aware that not all actions are equal.

There are the actions we do with our bodies and the ones driven by our mind. As much as I'd love to write a column on the former, and wax on about the joys I receive from the ocean, I'm going to focus on the latter.

We love the actions that are spurred on by our knowledge and understanding of our surroundings. We love it when people see a piece of garbage on the ground and pick it up. We love it when people understand the environmental components involved in an election and vote accordingly. We love it when a person tells their friend not to take a single-use bag when they are checking out at the grocery store.

We love action. We love it when people... act.

This said, I sometimes think people miss the fact that there are smaller actions they can take. These actions with less friction not only add up, they also help keep issues top-of-mind and help shift society's acceptance of the state of the world.

I'm going to suggest three, small actions you can do:

1. Sign up for SOUP. It's our free, weekly newsletter delivered via email. It's fun and yet covers serious topics. I guarantee you'll enjoy it.
2. Become our friend and follower on Facebook and Twitter. For those of you on these social networks, connect with Surfrider. Better yet, connect with your local Surfrider Foundation chapter.
3. "Think globally, act locally." I've always loved that phrase. It reflects a massive worldview and yet points to the importance of the town you live in. This ask is twofold: think and act. When you watch the news and hear about environmental challenges, think about the long-term impacts being talked about. Second, when you're aware of an Internet poll that intersects with our mission, act. When you hear about a local gathering that intersects with your views, connect.

We love it when people act. I've shared some examples of ways to plug in above. The simple truth is we want you to be open to larger ways to connect. We've structured our strategy to enable you to plug in where you live. When you feel like connecting with a global network of people who share similar passions, people who love the coasts... go to a local chapter meeting.

Thanks for connecting to our mission and thanks, in advance, for your next action.

Jim Moriarty
CEO, Surfrider Foundation

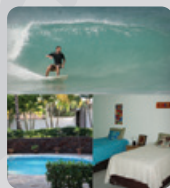
Marty Fujita 1954-2010



The Surfrider Foundation has been very fortunate over the years to have many dedicated and passionate board members, guiding and molding the organization to truly fulfill its mission. Marty served on the board from 1998 - 2001 and was one of these guiding forces for Surfrider, bringing to the table countless talents and expertise.

Marty was an environmental activist, author, local food advocate, and a very cool woman to hang out with and call a friend. Born in Venice, California the beach was a great escape for Marty and she dedicated a large portion of her life to protecting the world's oceans - particularly in Palau and Indonesia. Her contributions to the Surfrider Foundation and the world's oceans, waves and beaches were many and she will be missed. May her legacy of conservation live on through her daughters Dana and Taylor.

To listen to a podcast with Marty and Jim Moriarty from 2009 go to:
<http://oceanswavesbeaches.blogspot.com/2009/07/podcast-marty-fujita-and-taylor-and.html>



the top three Iron Surfers who recruit the most new members by October 31, you can win a variety of prizes, including a grand prize six-day/five-night trip to the Quiksilver Travel Surf House in the Dominican Republic! Visit www.surfrider.org/ironsurfer to learn more about becoming an Iron Surfer.

Invite your friends to join today and become an Iron Surfer! Even one new member can make a difference. If you sign up five friends to be Surfrider Foundation members, you'll be recognized as an Iron Surfer with a limited edition 2010 Iron Surfer t-shirt. And if you're one of

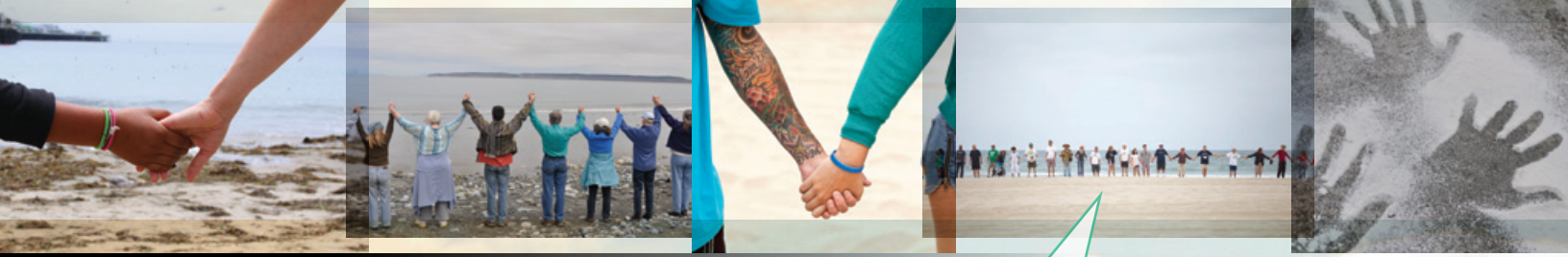
BLUE AUGUST

If you're as passionate about protecting water as we think you are, you'll want to be sure and watch "Blue August"— Planet Green's month-long programming dedicated to all things water. The Blue August Campaign seeks to encourage viewers to appreciate and protect the Earth's natural water resources – from oceans to rivers and lakes. Sound familiar? Probably because that's what Surfrider is all about! Given the importance of this message in light of our country's current predicament in the Gulf of Mexico, we couldn't be more excited to have Planet Green joining us in the campaign to protect our planet's water. Programming highlights for Blue August include U.S. premieres of *Oceans Blue*, featuring Philippe Cousteau; award-winning documentaries; *The Cove*, *Sharkwater*; *One Water*; and the gripping series, *Coastwatch*. To find Planet Green in your area, go to <http://planetgreen.channelfinder.net>.

Cover photo: Leonard Bryant

HANDS ACROSS THE SAND

In the wake of the worst oil spill in our nation's history, over 100,000 people throughout 924 global locations held hands on Saturday, June 26th for Hands Across The Sand, a united opposition against offshore oil drilling. Together, the Surfrider Foundation, its Chapters and many other environmental groups and individuals raised awareness through an organized national movement to steer America's energy policy away from its dependence on fossil fuels and toward clean energy. Organizers hope the demonstration leads to future legislation that encourages clean energy and brings business and jobs to America's coastal cities. "The message is simple," said Dave Rauschkolb, founder of Hands Across The Sand, "no to offshore drilling and yes to clean energy."



"David Rauschkolb's creativity, clarity, inspiration and leadership led to what many thought impossible: 924 Hands Across the Sand events in 39 countries organized in less than 40 days. Together, we confronted our own raw emotions and feelings of helplessness and stepped forward to give the world a simple message of hope. In those 15 minutes when we joined hands, we gave birth to a new mass movement that someday will end offshore drilling and move the planet beyond oil to the clean energy provided by the sun, wind and waves."

— Ericka D'Avanzo, Surfrider Foundation

"Perhaps the best example of increased local and national concern came this weekend, when about 1,000 showed up on Miami Beach to participate in this year's second Hands Across the Sand, a protest against offshore oil drilling."— *The Miami Herald*

"The fact that over 100,000 people joined hands across the globe proves there is a grassroots movement of concerned citizens who want to steer energy policies away from fossil fuels, and toward clean energy. It was absolutely inspiring to be part of this global event and we look forward to continuing our efforts to raise awareness about the negative impacts of offshore oil drilling."

— Stefanie Sekich, Surfrider Foundation

Events:
924
Participants:
Over 100,000



I N T E R N A T I O N A L

SURFING DAY

JUNE 20 / 2010

INTLSURFINGDAY.COM

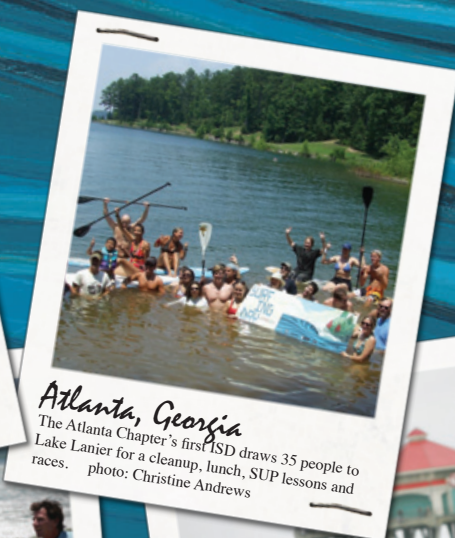
SURFING
MAGAZINE

 **EARTHPACK**

 **vitaminwater.**



West Los Angeles/Malibu, Ca
The WLAM Chapter treats beach-goers to surfing lessons. photo: Chris Vigiano



Atlanta, Georgia
The Atlanta Chapter's first ISD draws 35 people to Lake Lanier for a cleanup, lunch, SUP lessons and races. photo: Christine Andrews



Connecticut
A Chapter member shows a reporter how to tag a horseshoe crab while cameras roll. photo: Claire Wong-Ostapowicz



Huntington Beach, California
Celebrity surfers line up before taking the water at Project Save Our Surf's 24-hour surf-a-thon in Huntington Beach. photo: Kyle Lishok



Huntington Beach, California
Volunteers from the Newport and Huntington / Seal Beach Chapters scour the beach for trash near the Huntington Beach Pier. photo: Kyle Lishok



Lake Michigan
The Lake Michigan Chapter teaches 75 kids to surf and educates them on rip currents and water safety. photo: Lake Michigan Chapter

June 20th marked the sixth annual International Surfing Day, and to celebrate, thousands of surfers around the world paddled out on longboards, shortboards, stand up paddle boards and everything in between to help make a difference in keeping our oceans, waves and beaches clean. Put on by Surfrider Foundation and Surfing Magazine in conjunction with Vitamin Water and Earthpack, this ISD was the largest yet by a long stretch. Events were held in over 200 locations and 26 countries!

Along with paddling out and catching some spectacular waves, many ISD participants took part in environmental efforts including beach cleanups, dune restorations, petition drives, educational booths, even horseshoe crab tagging along with other festivities such as yoga, art auctions, surf clinics, paddle races, film screenings, concerts, onsite ISD challenges and more! Thanks to all of this year's participants, over 5,000 bags of trash were collected, and to top the day off, over 1,500 people joined or renewed their membership to Surfrider Foundation.

www.intlsurfingday.com



Marin County, California
The Marin County Chapter sponsors the 3rd Annual Shore to Shore Paddle Race from Bolinas to Stinson Beach, with 66 participants competing in the 5-mile race.
photo: Loren Moore



Surfers Against Sewage, UK
The first-ever relay SUP team crosses the English Channel in 5 hours and 38 minutes, setting a new world record.
photo: Surfers Against Sewage



Surfrider Foundation Australia
Community members, including 4-time World Champion Mark Richards, celebrate the day at Surf House Gallery enjoying amazing surf and beach photography curated by Alex Thompson.
photo: Surfrider Foundation Australia



Austin, Texas
Participants compete in the Central Texas Chapters Waterman's Race at Lady Bird Lake in Austin, Texas.
photo: Nick Wiersema



Cocoa Beach, Florida
Taking a break from picking up trash, and painting dumpsters, volunteers from the Cocoa Beach Chapter catch a few waves.
photo: Bruce Moeller



Monterey, California
Rusty car parts and other collected trash combine to create a giant sailor, for the most creative trash sculpture.
photo: Jamie Neary



Santa Barbara, California
The motto for the day in Santa Barbara was "Leave It Beautiful." Volunteers enjoy a beach cleanup, surf contest, and yoga, all to the music of some great bands.
photo: Surfer Spud



Seattle, Washington
Chapters in Washington team up on a 2-day event featuring a paddle-out, expression session, bonfire, and beach cleanup!
photo: Surfrider Seattle Chapter



South Padre Island, Texas
The South Texas Chapter helps over 100 children in South Padre catch their first waves and experience the joy of surfing.
photo: Surfrider Foundation South Texas Chapter



Ocean City, New Jersey
Kids with the South Jersey Chapter participate in a surf clinic, each earning a special trophy (made from recycled materials, of course)!
photo: Krissy Halkes



Oahu, Hawaii
Volunteers gather after an amazing cleanup at Diamond Head Beach on the Hawaiian island of Oahu.
photo: Surfrider Foundation Oahu Chapter



Surfrider Ireland
In Ireland, ISD participants practice Sun Salutations on the beach courtesy of Niamh McMahon's yoga class.
photo: Surfrider Foundation Ireland



Surfrider Japan
Surfrider Foundation Japan kicks off the day with a beach cleanup, yoga, surfing, bodyboarding, a live ukulele show, and art time for the kids.
photo: Surfrider Foundation Japan



Santa Cruz, California
Surfers in Santa Cruz get sandy and wet while celebrating with a surf session at Cowell Beach.
photo: Kelly Vander Kaay



Pueblo, Colorado
Proving you don't have to live near the ocean to celebrate ISD, volunteers with the Colorado River Surfing Association celebrate by surfing the Arkansas River and hosting a clean-up event.
photo: Sophia Halvorson



Kauai, Hawaii
The Kauai Chapter collects over 20 bags of trash using their re-usable burlap sacks.
photo: Lori Stitt

A NEW WAVE OF ACTIVISM

DO SOME GOOD IN LESS THAN 30 MINUTES

By: Alexis Henry

In the time it takes you to read this sentence, you could have volunteered and made a difference, and you could have done it all from the palm of your hand.

Technology is constantly evolving, and as a result, the way we volunteer and donate is too. In addition to going out and participating in chapter meetings, cleanups or hearings, Surfrider supporters who only have five minutes, or do not have a chapter in their region, can raise money, contribute valuable skill sets, or document events utilizing a variety of smartphone applications and websites. It is an extremely simple way to engage.

This new is called micro-activism, and it allows us to do volunteer tasks in small snatches of time via our smartphones and the Web, and to engage in causes that we care about in a much more flexible and personalized way. In only five minutes, you can translate a document, snap a photo and report tar balls washing ashore, or provide legal assistance, and you can do this while waiting for the dentist, enjoying the beach or from the comfort of your own home.

Earlier this year, the American Red Cross capitalized on having a micro-activism component incorporated into their overall strategy. Just days after the devastating Haiti earthquake, the organization and wireless providers such as Verizon, Sprint and AT&T set up a donation drive, where people texted "Haiti" to the Red Cross. This campaign raised over \$30 million dollars for the country, and people were able to do it from anywhere.

In light of the Red Cross "Haiti" campaign, Pew Research Center conducted a study, and noted that of those Americans who donated money to help Haiti, "14% gave via text message, compared to 12%

by telephone." Additionally, "nearly 23% said they donated via the Web, and 5% did so by email." And while there is an increase in viral donations, The *Today Show* reports that in-person donations still dominate, citing the Pew report, which states that 39% of Americans "have given in-person, such as at a church."

Even though in-person donations continue to be the primary form of giving, virtual donations are gaining traction. According to the Mobile Giving Foundation, within the first 36 hours after the January 12 quake, "donations made via mobile phones for Haiti earthquake relief... surpassed \$7 million" to several relief organizations. To put that in perspective, Jeffery Nelson of Verizon Wireless called the campaign, "the largest outpouring of charitable support by texting in history – by far," noting that, "in all of 2009, all mobile giving (via texting) to all charities totaled just under \$4 million for the year."

What the Future Holds

If you think back to the early 90s, the Internet enabled non-profits to approach their missions differently, connect with new people, and drive down the cost per-interaction close to zero. Micro-activism is the next shift toward a technology-enabled future. This shift builds on those trends, and takes them one step further—allowing organizations like the Surfrider Foundation to build more robust campaigns that engage activists all the way down the funnel of engagement.

"Micro-activism provides chapters with an opportunity to reach a larger activist audience to help advance a campaign or program objective," says Ed Mazzarella, Director of Chapters. "This



So you want to
make a difference?

In a
minute.

also allows Chapters to connect with individuals who could potentially engage at the next level”

“Mirco-volunteerism addresses the shifting demographic who is engaged with the Surfrider Foundation,” says CEO Jim Moriarty. “It appeals to a younger generation who is more aware of issues, and provides a way for them to connect with meaningful causes on the screen in front of them. Micro-volunteerism enables us to have a larger reach by moving our causes and campaigns onto mobile platforms to supplement the hands-on work our volunteers are doing, and allow for tiny, micro-asks so future Chapter leaders can dip their toe in the water before making the committed plunge and aligning their lifestyle with our cause.”

Here are some things you can do with a snippet of your time:

Got 5 minutes?

Want to stay in the loop?? Then check out SOUP, our weekly e-newsletter. It is filled to the brim with hot Surfrider Foundation, environmental and ocean-related news. To sign up, just enter your email address and zip code on our home page, www.surfrider.org



Got 10 minutes?

Sign up for The Extraordinaries at www.theextraordinaries.org, which delivers micro-volunteering opportunities to iPhones or the Web and can be done on-demand and on the spot. Once you're set up, join the 300 users helping out our Rise Above Plastics campaign to create a virtual library of single-use plastic debris. All you need to do is snap a photo of the plastic you find on the beach or waterway with your iPhone, caption it, GPS the exact location, and instantly upload it.



Want to take your micro-volunteering to the next level and provide your professional skill-set or expertise? Then visit Sparked! a service of The Extraordinaries that connects thousands of high-skilled experts (think accounting, finance, advertising, PR, marketing, IT, law, and so on) with nonprofits who could use a “micro-boost” in talent. These volunteers love using their skills to help nonprofits solve problems, do research or answer questions.

Got 20 minutes?

Attention Gulf Coast residents! Next time you're down at the beach and spot a nasty tar ball, submit an incident to Skytruth's Gulf Oil Spill Tracker at www.oilspill.skytruth.org by filling out a simple online form. You can also post images and text, and include links to news articles and videos to inform everyone in the region about what's happening where you are as a result of the spill.



OCEAN FRIENDLY GARDENS

By: Paul Herzog

As Surfrider Foundation members, we're passionate about restoring and protecting our coast and oceans. But sometimes we don't know what we can do as individuals or small groups to turn passion into action. Ocean Friendly Gardens is a way we can reduce pollution and create a micro-habitat restoration project where we live.

The common garden includes a lot of lawn, unnecessarily wastes water and fossil fuels, causes air and water pollution, and destroys native habitats. Water running off these gardens carries fertilizers and pollutants from the lawn and other surrounding hard surfaces, dumps them into the stormdrain system and local waterways, and eventually they end up in the ocean. Urban runoff is the number one source of ocean pollution, and cleanup at the "end of the pipe" is expensive and rarely implemented.

In 2007, the Surfrider Foundation initiated the Ocean Friendly Gardens Program (OFG) to help its members and the general public take steps to change their landscapes into pollution prevention gardens that bring a little bit of nature back to our own homes and neighborhoods. At its most basic level, Ocean Friendly Gardens applies "CPR" (Conservation, Permeability and Retention) to revive our oceans and watersheds.

www.surfrider.org/ofg

One of the first steps you can take to create an Ocean Friendly Garden is to incorporate native plants into your yard. We've recommend a few below to get you started, but visit our OFG website for a long list of native plants by region, and proper planting techniques.



• Southern California

Milkweed (Asclepias), the sole host for Monarch butterflies. It also exists in Texas and Florida, along the Monarch's flyway from Mexico to Canada.

Illustration courtesy of SWSMB.com



• Northern California

Deer Grass (Muhlenbergia rigens)

Illustration courtesy of Sunset publishing



• Oregon

Oregon Grape (Mahonia repens)

Illustration courtesy of SWSMB.com



• Texas

Turk's Cap (Malvaviscus drummondii)

Illustration courtesy of Sandra Henry



• Florida

Purple Coneflower (Echinacea purpurea)

Illustration courtesy of SWSMB.com

Surfrider now has a national OFG Coordinator who is assisting Chapters with launching, building and maintaining their OFG Programs. With the help of the landscape professionals at The Green Gardens Group (G3), we are creating a program consisting of neighborhood walks, sustainable landscape classes, hands-on workshops, and volunteer workdays to educate, train and assist people in applying CPR at their homes and in public spaces. Chapter OFG Committee members use their muscles at workdays, and actively reach out to others and blog about their successes.

The easiest part of the OFG Program is Lawn Patrol, where a trained volunteer leads participants on neighborhood walks to develop an eye for identifying OFG elements. Participants can leave behind a door hanger with information on the program, upcoming events, and how to qualify for the OFG Yard Sign, which indicates that the elements of CPR have been successfully incorporated into the garden. If a garden already has most of the CPR elements and the owner is at home, participants can talk about offering assistance to help take some remaining steps to create a true OFG.

In terms of funding the program, Chapter OFG Committees have been laboratories for developing models. Some Chapters have directly funded the OFG Program to demonstrate the strength of the concept, while others have tried a mix of Chapter funding and charging a small participation fee. The success of the program has attracted partnerships with water districts and water quality agencies that will provide financial and promotional support.

It's cool that Chapters are initiating a program that lays out steps to successful changes, includes hands-on volunteerism, and prevents pollution. The OFG principles, practices and program components give people the tools to help each other. Chapters are also creating opportunities to partner with professionals, government and other organizations, showing that we can work together to better our planet.

APPLY CPR TO YOUR YARD



photo: Kent County Dept. of Public Works

CONSERVATION

Dispose of all your fertilizers, pesticides, and herbicides at a local hazardous waste collection site, and practice organic gardening methods instead.



photo: Paul Herzog

PERMEABILITY

Leave those leaves in the garden to provide mulch, and replace some of those hard walkways with permeable alternatives such as pavers, broken concrete or even by cutting grooves into your driveway.



photo: Paul Herzog

RETENTION

Attach an extension to the bottom of your rain gutter downspout, re-directing rainwater into your garden instead of allowing it to race off your property to end up polluting your beach.

1 ENVIRONMENT

EASY WAY TO CARE FOR IT

Member of
EarthShare[®]

Workplace giving campaign season is upon us once again!

Fall is the time when many companies promote their workplace giving opportunities. This is your chance to take advantage of one of the simplest and most convenient ways to give to the Surfrider Foundation.

The Surfrider Foundation is a member of EarthShare, a nationwide network of the most respected environmental and conservation organizations. EarthShare partners with employees and employers across the country to support hundreds of environmental groups through efficient and effective payroll deduction giving and offers a simple way to care for the environment.

Workplace giving is probably the easiest way to make a charitable gift. If your company offers an EarthShare workplace giving program, you can choose an amount that you wish to have deducted from your paycheck each pay period. These payroll deductions are fully tax deductible and take place automatically.

Think about it . . . If you get paid every two weeks and choose a payroll deduction of \$25 (that's a half a tank of gas, or six large lattes) from each paycheck, that will translate to a \$650 donation by the end of the year.

Through EarthShare's workplace giving programs, you can elect to contribute only to the Surfrider Foundation, or you can donate to all of the environmental and conservation charities you normally support by designating them in your EarthShare gift.

Federal employees and military personnel can also get involved. Each year, from September to December, the US government offers its employees the chance to participate in the Combined Federal Campaign (CFC). Through this workplace giving fundraising drive, Federal and military employees raise millions of dollars that benefit thousands of charities. EarthShare is a part of many state and municipal government agencies' giving programs as well.

If EarthShare is not offered in your campaign, or if there is no campaign at your workplace, you can help us introduce the program to your employer. Just helping us to arrange a meeting with the decision makers at your company can benefit Surfrider. To learn more, please contact Steve Blank, Surfrider Foundation's Director of Development at (949) 492-8170.

*Surfrider Foundation's CFC code is 10642.
For a listing of codes for other charities,
please visit* www.earthshare.org

East Coast

By Ed Mazarella

A new character is supporting an update to Massachusetts's deposit law. "Bottle Bill" is a five-foot fellow made from discarded plastic beverage containers. He's been seen tabling with **Massachusetts Chapter** members at the Statehouse in Boston, and at the Charles River cleanup. While he is a sight, "Bottle Bill" also brings an important message to residents: an improved bottle bill will add a 5-cent deposit to many plastic bottles, like water bottles, not currently covered by the law.



Courtney Hayes

"Bottle Bill" spreading the word

In other bottle news, Chapter member **John Rutter** persuaded the City of Medford to pass a resolution in support of the updated statewide law as over 100 towns have done already.

Long Island beaches and dunes were devastated after this year's brutal winter weather, so **Central Long Island Chapter** volunteers braved the cold rain in late April to plant dune grass at Gilgo Beach, alongside LIBBA (Long Island Beach Buggy Association) members.

The **Jersey Shore Chapter** received some welcome news recently when Governor Chris Christie announced his strong opposition to offshore LNG facilities, something the Chapter has been fighting against for years.

Following Governor Christie's (NJ) announcement opposing LNG, New York Nassau County Legislator Dave Denenberg held a press conference on the Long Beach boardwalk calling on New York's Governor Paterson to veto LNG proposals for offshore New York waters, a project both the New York City and Central Long Island Chapters have been working on for some time. Supporting Denenberg at the event was **New York City Chapter** representative **Allison Blanchette** and **Central Long Island Chapter** representatives **Katie Lawrence**, **Joe Moses**, **Cari Beckerman** and **Jim Brady**.



Nassau County Legislator Dave Denenberg leads a press conference against offshore LNG including elected officials, community leaders and Surfrider Foundation members.

The second annual Eco Challenge contest, which encourages students to convey environmental messages through art was a great success. Sponsored by the **South Jersey Chapter**, most of the contestants chose a plastics theme to base their art upon. Among the winners was a group of intermediate grade students who created fashions from recycled plastic bags, plarn (plastic yarn), and soda can pop-tops.



Lois Greaser

Ocean City Intermediate School Students and Eco Challenge winners Maura Twigg, Cori Berman, Cecilia Buono, Brooke Blumenstock, and Maddie Greaser show off their recycled plastic fashions.

Surfrider Foundation's Outer Banks Chapter welcomes new **Chairman, Matt Walker** and **Vice Chair, Kurt Korte** to their executive board. Their Not The Answer Campaign is going stronger than ever with letter writing efforts, public tabling and chapter members Matt Walker and **Bob Oliver** speaking at a recent hearing in Atlantic City, NJ. In addition to Not The Answer and beach access campaigns, the Chapter is also involved in a variety of educational initiatives, having recently donated coastal education books including: *The Way to the Ocean*; *50 Ways to Save the Ocean*; *Cracking Up: A Story About Erosion*; and *The Three R's: Reduce, Reuse, Recycle* to local public schools and libraries.

Southeast

Coastal Living Magazine recently named **Atlanta Chapter Co-Chair Pam Longobardia** Coastal Hero. Through her art, Pam raises awareness about the state of our oceans by making people think about where plastic goes when it leaves our hands. Her award winning Drifters Project is a series of photographs, installations and public art, made from pieces of the discarded driftnets and plastic debris that wash up on the shores of Hawaii. To read the full article, visit <http://www.coastalliving.com>

Great Lakes

The **Lake Michigan Chapter** continues working to make and keep surfing legal in the Great Lakes. A recent misdemeanor charge of Marine Trespassing made against a Grand Haven surfer was dismissed the morning of trial through the efforts of Chapter member and attorney **Mike Risko**. The Chapter echoed its position that any effort to bar surfing or access to the surf in Michigan's Great Lakes will be tenaciously opposed by the Chapter. To assist with this effort the Chapter held a "keep surfing legal" fundraiser in Grand Haven that was well attended, and featured the music of Roosevelt Diggs, and The Barndogs. The event was a smashing success and sent a message that local Surfrider Foundation members will continue working to maintain free and legal access to our waves.

Want to help your local Chapter raise funds, see the 80's hit band The Medflys, and be the special guest at a sold-out Sublime concert all at the same time? Lucky man **Dale Newlin** did just that. While attending the **Monterey Chapter's** smash hit fundraiser show with The Medflys, Dale also won the raffle for two VIP passes to see Sublime with Rome at their sold out show in Oakland.

In other news, the **Monterey Chapter** is celebrating a revival of its beach cleanup program. To increase attendance, **Chapter Beach Cleanup Coordinator Alison Goss** began reaching out to local restaurants and community partners to get them excited about keeping their beaches clean and healthy. Her work has paid off. At the April cleanup, 56 volunteers attended to give back to their community.

A 10-year fight to block development of a key Gaviota Coast property known as Naples resulted in a foreclosure sale of 1,035 acres in May, making future plans for the site uncertain. "The foreclosure sale of 'Naples' is a testament to the work of our Chapter, our partners, and all those who have never given up on preserving the Gaviota Coast," said **Santa Barbara Chapter Chair, Sandy Lejeune**. "That an overwhelming majority of citizens both in and outside of Santa Barbara oppose development on the Gaviota Coast cannot be overestimated."

A solution is in sight to address erosion at Surfer's Point beach, located in the **Ventura County Chapter's** region at the mouth of the Ventura River. After almost 20 years, the 'Managed Shoreline Retreat Project' is on track for groundbreaking after Labor Day, 2010. A public access plan has been completed to assure continuous beach access during construction. <http://surferspoint.org/>

Congratulations to **Ventura County Chapter** veteran member, **Paul Jenkin**, who received this year's Environmental Hero Award at the Environmental Defense Center's 17th Annual Auction & Awards Presentation on June 6, 2010. Paul has been a leading force behind innovative watershed-based environmental planning along the Ventura River, beaches and coastline for over a decade.



Paul Jenkin, Hard at work.

In collaboration with Heal The Bay, Santa Monica Baykeeper and the Malibu Surfing Association, the **West Los Angeles/Malibu Chapter** succeeded in convincing the County of Los Angeles to reverse its plans to install a below-ground seawall at Surfrider Beach in Malibu. The seawall was planned to protect a new septic system for the beach restrooms from worst-case storm surges. The wall had the potential to become

exposed during high winds or high surf, and possibly affect wave shape during high surf or future rising sea levels. After much advocacy from the Chapter, the County found a creative way to reconfigure the septic system so that it is located far enough inland to be out of the storm surge zone and not require a seawall.

The **South Bay Chapter** just celebrated another year of their successful Teach & Test Program. Sixty high school students received awards for their participation and their presentations of data analysis and proposed solutions for improving water quality at their local beaches.

The **Long Beach Chapter** could be one step closer to the reconfiguration of the Long Beach Breakwater. The reconnaissance study has won support from the local Army Corps of Engineers office, and is now pending approval from the Corps Regional office. Long Beach City Councilman, Patrick O'Donnell, teamed up with the Long Beach Chapter to host "Breakwater Awareness Month" in May, which consisted of three special events: media night, Paddle Out in Memory of the Waves, and Breakwater Study community meeting.

Surfrider members and supporters of all ages came out to Seal Beach for the 3rd annual 'Ohana Family Day in April. Activities included

interactive information on ocean pollution courtesy of Science 2 U, a recycling demonstration turning trash into treasures, surf lessons from M&M Surf School, bodyboarding clinics



courtesy of Alternative Surf Bodyboards, skateboard lessons from Skatedogs, a rescue demonstration by Seal Beach Lifeguards, live music from Kevin Shima, cool vendors, and fun raffle prizes. The **Huntington/Seal Beach Chapter** thanks all who made the event a success.

Student leaders from five of the seven **South Orange County Surfrider High School & Middle School Clubs** met at the San Clemente headquarters to present their year-in-review programs. During the year, all schools participated in Day Without A Bag, with Dana Hills High School creating two bag monsters that appeared at various retail and grocery locations. Additionally, the schools organized and held at least one Disney Give a Day, Get a Day beach cleanup at their local break, developed on-going work for Rise Above Plastics and Hold Onto Your Butts on campus and in their local areas. Stay tuned for San Clemente High School's "Power Down Fridays" campaign and their on-campus refillable water stations/aluminum reusable bottle distribution to students in September!

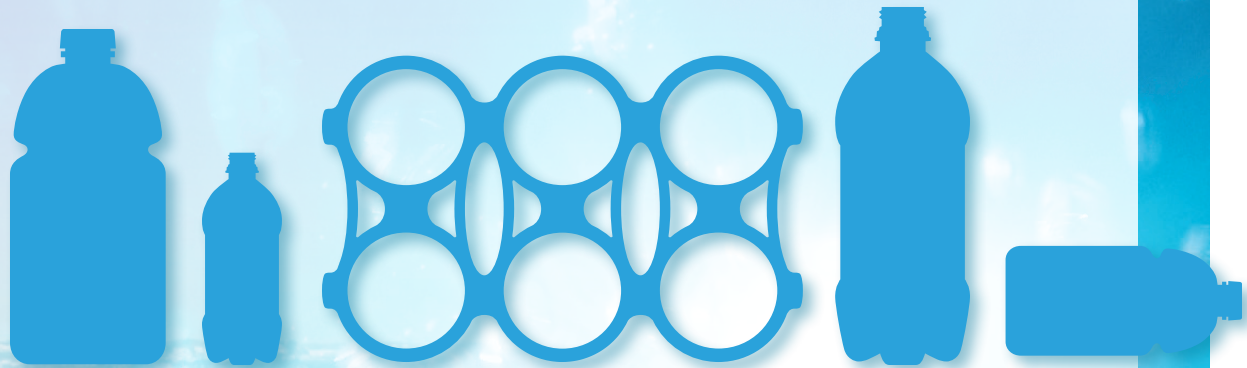


Top Row (L-R): Kevin Wright, Natalie Testa, Kristy Hibbard, Jenna Puccinelli; Bottom Row (L-R): Lauren Morabito, Madi Swayne, Lulu Erkeneff

RISE ABOVE PLASTICS



The Surfrider Foundation and our California Chapter Network are supporting a bill being considered by the California State Senate that would enact a statewide ban on plastic bags at grocery stores. If passed and signed into law by California Governor Arnold Schwarzenegger, the legislation would prohibit supermarkets and convenience stores from distributing plastic bags, while paper bags would only be available for five cents apiece. At the 2009 International Coastal Cleanup Day, volunteers collected 71,000 plastic bags from state waterways. The proposed law would go into effect January 1, 2012, and would also require retailers to offer reusable bags for sale.



Two years ago, South Los Angeles Environmental Charter High School (ECHS) junior **Jordan Howard** contacted the Surfrider Foundation about how to fight plastic pollution. With the help of the **West LA/Malibu Chapter** and activist **Lindsey Jurca**, Jordan held weekly workshops to educate students about plastic pollution, and to get them comfortable with messaging so they can speak on the issue publicly.

In two years, Jordan and **Lindsey** trained students at a variety of high schools to deliver the RAP message to over 8,000 people.

This year, ECHS was recognized for the efforts of Jordan and the students when a White House film crew came to the campus to document the student body's bid to win President Obama's "Race to the Top: High School Commencement Challenge," and have the President give the 2010 commencement speech. While ECHS did not win, they made it to the final round with six other schools thanks to this great video:

www.youtube.com/watch?v=u5Jllh0Jai4

The **Seattle Chapter** has re-launched their Rise Above Plastics campaign with the unveiling of an art piece depicting a whale made of plastic items and trash found in its stomach. Volunteer **RJ Jiorle** was inspired to create the piece this past spring after a gray whale washed ashore with a surprisingly large amount of trash in its stomach. To assist in the creation, volunteers collected the items from cleanups and their homes to resemble the items found in the whale's stomach; a golf ball, various plastic bags, and a sweat pant leg to name a few. With this piece of art, the Seattle Chapter hopes to raise public awareness about plastic consumption and its impacts on the ocean environment.

This fall the chapters are going SUP crazy. SUP? Stand up paddling. SUP'ing is becoming a huge sport in Washington, thanks in part to the large amounts of flat water that the Puget Sound and surrounding lakes provide. Various chapters, including South Sound and Northwest Straits, are holding cleanups and fundraisers around this sport. Additionally, the second annual Race Around The Rock is slated to take place at Seward Park in Seattle on September 12th. Over 150 SUP'ers participated last year, and the Chapters are hoping this year will yield as many participants, if not more. Proceeds from the event will go to help the Chapters' Blue Water Task Force programs. For more information, visit www.roundtherock.com.

The **Portland Chapter** made their big summer push for the Ban the Bag campaign, gathering nearly 10,000 petition signatures and over 50 business and organizational supporters to the chapter's Ban the Bag coalition statement. **Chapter Chair Staj Pace**, **Ban the Bag campaign manager Stiv Wilson** and **Travis Williams** of Willamette Riverkeepers were among the those who testified in July, presenting the petition signatures and advocating Portland City commissioners to move forward on a bag ban policy. The council presentations were followed by a lunchtime rally outside city hall and a Pints Against Plastic evening event. The summer push for the campaign has been a long hard battle on the streets, with volunteers keeping the momentum strong by pounding the pavement for signatures and tabling many events.

The **Newport Oregon Chapter** hosted the second annual Otter Rock n Roll Youth Surf Contest and beach celebration in recognition of International Surf Day in June, with nearly fifty groms battling it out! The event was a great success bridging community partners and families over the joy and stewardship of the ocean. While the beginners and rippers duked it out in the water, those on the beach engaged in challenges, cleanups, a BBQ and games throughout the day. A big thank you goes out to **Ken Wilson** for helping to organize this great event for the love of the ocean and the kids that will inherit our resources.

Additionally this summer, the Chapter helped sponsor a rain garden workshop with Lincoln Soil and Water Conservation District and Oregon Sea Grant. The workshop focused on Ocean Friendly Gardening techniques, specifically on how to build a rain garden. Participants also helped plan and plot a rain garden at the Newport Public Library. Throughout the fall, participants in the workshop will continue working on the project and begin implementation and planting the garden by this winter.

The **Siuslaw Chapter** put on a fantastic showing for Foam Fest, their flagship volunteer recruitment and fundraising event hosted in partnership with local sponsors and the Bay Street Grille. Foam Fest is a great opportunity for the Chapter to engage new volunteers and build momentum for upcoming events and opportunities, and takes place right before the annual river-to-sea cleanup event. The chapter also hosted another successful water quality training event, engaging a few new volunteers in the program, and gearing up for summer testing. To get involved with the chapter's Blue Water Task Force and watershed initiatives, contact **Mark Chandler** at m.chandler@charter.net.

The **Curry County Organizing Committee** has been doing some amazing outreach and work this summer under the leadership of volunteer **Dave Lacey**. Working with the local 4-H, the organizing committee helped put on a 3-day surf and beach stewardship school with kids in Gold Beach. Leading efforts on beach cleanups and raising awareness for the Rise Above Plastics initiative, Dave just took a role on the board of the "Washed Ashore" program, and was recently featured in their documentary speaking on Surfrider efforts with the Rise Above Plastics program.

After a great school year of Blue Water Task Force programming at Pacific High School, the organizing committee is now looking to expand the program to the middle school and create monitoring partnerships with the Redfish Rocks marine reserve community team.



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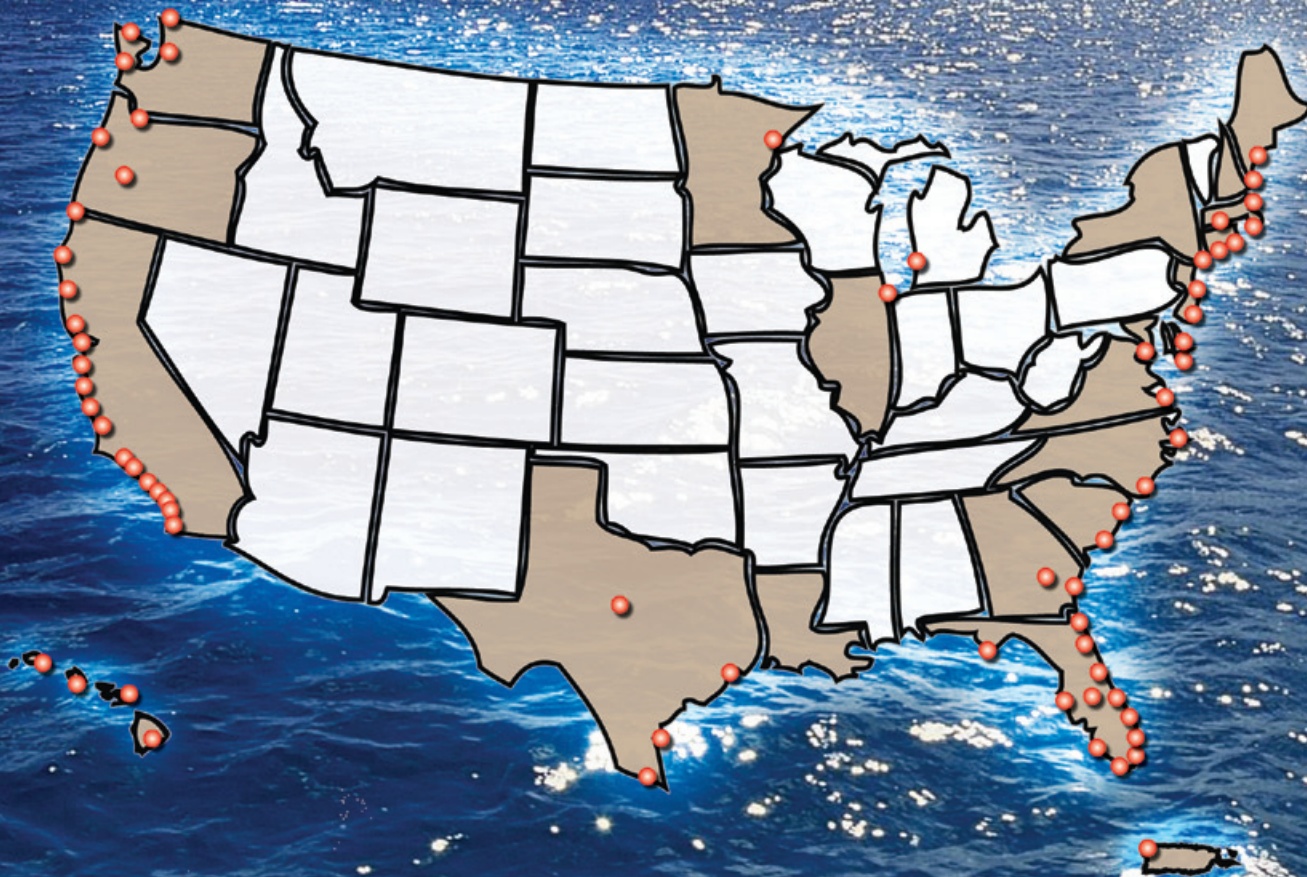
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